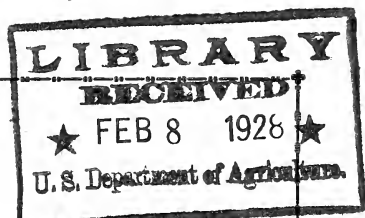


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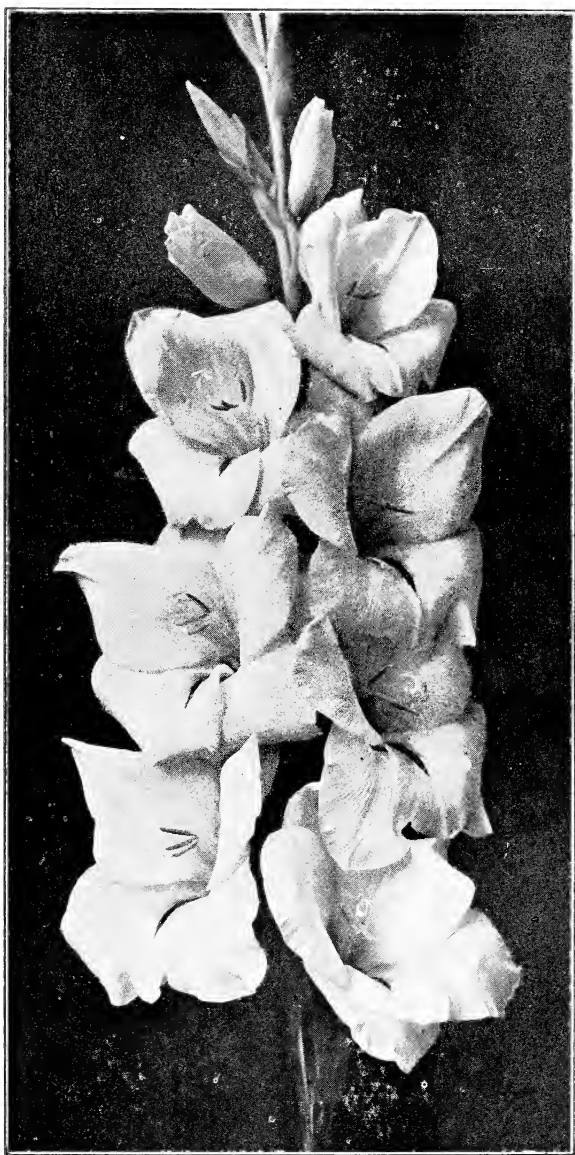
Gladiolus Bulbs & Irises

**Season of
1928**

Grown In The Genesee Country

Gelzer Brothers

Dalton, - - - New York



Mary Frey

INTRODUCTION

We have been interested in the growing and hybridization of the gladiolus for many years. Each year growing thousands of seedlings from hand pollinated crosses of the best varieties obtainable and selecting only a very few for further testing.

Located, as we are, in the GENESEE COUNTRY (The Valley of the Genesee), famous for over a hundred years for the quality of its agricultural products; our gladiolus bulbs are of a quality seldom attained elsewhere. Hundreds of customers, who depend upon us each year for their gladiolus bulbs, know of the high quality of our bulbs. To those, who have never grown our bulbs, we solicit a trial order and we know you will be pleased with the results.

We guarantee you will be pleased with all bulbs bought of us and we will replace with other bulbs or return all money sent us for stock which does not come up to your expectation.

Terms and Discounts

Remittance should accompany all orders.

We pay delivery charges to all points in the U. S. and Canada.

No substitution unless so ordered.

All bulbs guaranteed true to name and free from disease.

Orders under \$2 are net, no discount allowed.

Orders from \$2 to \$5, a discount of 5% will be allowed.

Orders from \$5 to \$15, a discount of 10% will be allowed.

Orders from \$15 to \$50, a discount of 15% will be allowed.

Orders over \$50, a discount of 20% will be allowed.

MARY FREY

The first Gladiolus to win the \$500 Trial Ground Challenge Trophy of the American Gladiolus Society.

Winner of Vaughan's Silver Medal for the best commercial seedling at the A. G. S. show in Rochester, 1925.

First prize winner in its color class, Rochester, 1926.

Mary Frey, our first introduction is a beautiful, lavender-pink with a ruby blotch on the lower petal; resembles a cattleya orchid in color and as beautiful.

Flowers are of large size, perfectly placed on a long, straight slender stem, with six to nine wide open florets of very lasting quality, open at a time. Blooms extra early, vigorous grower and very prolific.

It will be grown by the million as soon as stock is available.

The cut on inside of cover gives but a faint idea of the beauty of this variety.

A prominent grower of New England wrote us: "The one bulb (Mary Frey) which you sent me last spring, produced, without exception, the finest spike that I ever hope to see."

Large bulbs, \$15.00 each.

Half size bulbs, \$10.00 each.

Small bulbs, \$6.00 each.

No cormels for sale this year.

New Introductions For 1928

Oneco

Oneco Mallow purple with rhodamine purple blotch in throat. Good sized flowers, strong, healthy grower. Medium early. One of the best in its color. \$1.00



Primrose Queen

Primrose Queen Light primrose yellow, citron yellow throat. This is a very beautiful variety with many well ruffled flowers open at a time \$1.00



Estrella

Estrella Coral red, cream throat feathered carmine. Three to four intensely ruffled flowers open at one time. Very early50



As the number of bulbs of the above varieties are very limited, we advise early orders. We will supply bulbs one inch and larger at prices quoted as long as they are available. No smaller sizes or bulblets for sale this year.

Gladiolus Bulbs

Standard and Rare Varieties

All bulbs are 1¼ inches and larger, the best flowering size.

One dozen bulbs of a variety at the price of ten.

Three bulbs at the dozen rate.

Two half size bulbs sold at the price of one large bulb.

One half size bulb of varieties priced 20c and more each will be sold at half the price of large bulbs.

A. B. Kunderd (K) Tall intensely ruffled flower of a delicate cream color, overlaid with blush pink.08
Adeline Kent (D) Delicate rose pink, heavily ruffled. Throat straw color with ruby dashes.25
Admiration (K) Extra fine tall plant. Pink shade with large light violet rose throat.20
American Beauty (D) Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at a time.15
Anna Eberius (D) Deep rhodamine purple, shading into deep bordeaux center. This variety has created a sensation.08
Anthony Zonker (K) Extra tall with five to seven large wide open florets open at a time. Finest deep salmon rose with a deep red blotch.15
Battle Creek (K) Almost a self colored deep violet. A little deeper in the throat. Good size and many open at a time.20
Beatriz Michalena (D) Peach red, overlaid with fiery orange. Large flowers with many open at once on a long spike. You will like this one.25
Bevier (K) Salmon colored flowers with soft cream throat.08
Blushing Beauty (K) Opening buds blush pink. Flowers soft blush pink, many open. Pink throat lines. Good grower.15
Butterboy (K) A large pure butter-cup yellow primulinus. Nicely	

placed on spike. Distinct and showy.08
Byron L. Smith (K) Refined lavender pink on white ground.08
Californiai Giant (D) Light mallow purple. Thin white line running through center of each petal. Strong grower. Late. (No half size bulbs).40
Captain Boynton (Boynton) Lavender blue on white ground with pur- ple blotch on lower petal. Tall straight spike. Large flowers. One of the best.20
Cardinal Prince (K) A magnificent self colored cardinal. Flowers large and splendid form. Six to eight open at one time.50
Carmen Sylva (Decorah) Pure white with lilac lines in throat. Tall slender stem. A fine flower.10
Caroline Esberg (D) Flame scarlet red. Fine crimson line through center of lower petal.25
Caroline Frear Burke (D) Ground color white, overlaid with rose pink. Brilliant ruby lip.15
Catherine Coleman (Coleman) Clear salmon rose with purple lines on lower petals. Tall strong grower and very beautiful.50
Chalice Flower (K) Flowers large and plenty open. Color light creamy blush white of pleasing effect. Very artistic and beautiful.50
Charm (K) Pure deep rose pink. A large and wonderful flower of beautiful shades. A perfect blotch of deep red on the lower pet- als.10
Don Juan (K) Very large strong plant with extra fine salmon rose flow- ers, beautifully flaked blue. Ruffled and plenty open. One of the best.15
Dr. Adolph Rosenthal (D) Real geranium pink overlaid with scarlet. White stripes through lower petals. Exquisite variety.25
Dr. Elkins (K) Large and showy flower. White with a large lilac blue throat blotch. You will be pleased with this one.20
Dr. F. E. Bennett (D) Deep peach red, overlaid with scarlet. Many open at once on long straight spike. A prize winner.40
Dr. J. H. Neeley (K) Very large flower. White blushed pink. Throat cream white. Very tall straight spike.05

Dr. Nelson Shook (K) A giant in plant and flower. Color deep tyrian rose. An extra fine variety.75
Dr. W. VanFleet (K) Extra early and tall. A magnificent shade of delicate rose pink, deeper at the edges of petals. Throat of softest canary yellow.08
E. G. Hill (K) Large showy flower of finest salmon rose with a large cream throat. Good grower and very beautiful.10
Eldiva (D) Cerise with lighter stripe running through the center. Pencilled with crimson. Long spikes.30
Elizabeth Hardee (D) Watermelon pink with nopal red stripes and blotches. Ruby lip with cream white stripes. An attractive variety.30
Elizabeth Tabor (Hinkle) Pink with carmin blotch. Very good early commercial variety.20
Elkhart (K) Violet purple with deeper colored throat blotch. A distinct and beautiful flower.25
Else Rose (D) Light mallow pink overlaid with light ruby. Creamy yellow throat. Orchid flowering.20
Emile Aubrun (Lemoine) Coppery bronze, sometimes overlaid with slate. Large cherry red blotch. Very many large well placed flowers open at a time. One of the best of the new varieties.	1.00
Etendard (Lemoine) Cream white with a brilliant red blotch in the center. Very attractive.20
Fair Columbian (K) Tall plant with large showy lilac pink flowers.15
Fairfax (D) Solid magenta. Lower petals deep ruby circled with cream	.10
Fay Lanphiere (Williams) Coral with cerise blending. Beautiful large open flowers.25
Frank J. Symmes (D) Heavily ruffled peach red with the three lower petals shading into flame color.10
Giant Myrtle (K) Much larger showier pink than Myrtle. Very beautiful when well grown.20
Giant Nymph (Coleman) Tall light pink with creamy yellow throat. Long spikes and flowers well arranged on the stem.15
Gold Drop (K) A pure deep yellow primulinus with red lines on the petals. Ruffled.10

Gold Eagle (Austin) The first to bloom in our garden this year. Clear deep yellow. Slightly ruffled and of very good substance.	2.50
Golden Dream (Groff) Another fine deep yellow later than Gold Eagle. Tall plant with many distinct and beautiful flowers open at a time. Will be very popular for years to come.	2.00
Golden Gleam (K) Large open primulinus of a lighter shade than Alice Tidlady. More orange color.10
Golden Measure (Kelway) Large fine yellow, very tall and several flowers open at a time. The best yellow at a low price.08
Geraldine Farrar (D) Pale lavender violet with deep violet spot on lip. Stronger grower than most blues.	1.00
Hawaii (D) Rose pink fading into lighter center. Lower petals crimson outlined with white. Good spike with large flowers.15
Henry Ford (D) Dark rhodamine purple; color very similiar to Anna Eberius, but it clearer and not flanked as much. Opposite flowered.20
Ina Collins (D) Tyrian pink striped and spotted with cerise and deep lilac. Lip primrose edged with light ruby.40
Indian Summer (K) A very large light lavender. Spike and plant strong and massive. Very late.30
Immensity (K) Bright salmon color. Very large flowers and many open at a time.15
J. A. Carbone (D) Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Short spike but nearly all open at once.15
Jack London (D) Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. A good cut flower variety.10
Jacoba VanBieren (H) Light purple self color. Well placed on a tall spike. Very distinct and fine.20
Jap Lady (Decorah) Bishop purple, velvety blackish purple blotch in throat. A wonderful color. No other just like it.	1.00
J. D. Oliver (K) Flowers a pleasing lavender rose. Many good size flowers open at a time. Plant and spike of large size. Distinct and outstanding.	1.25
Jean DuTailles (Lemoine) A very beautiful French variety. Deep salmon flaked deeper. Maroon blotch.20

Jenny Lind (Decorah) Pure soft apricot pink. Throat pale yellow.20
John Pirie (K) Mahogany brown, yellow bordered dark brown throat. Very odd color combination. In a class by itself.30
Joseph Fields (D) Dawn pink, slightly striped mallow pink. Fine long well built spike. Flowers very large. First class show variety.75
Katherine F. Hess (D) Geranium pink with flame shading, lighter toward center. Large flowers and long spike.20
Kirchhoff's Violet (Kirchhoff) One of the best dark violet blues. Good grower and very early.40
Kunderd's Apple Blossom (K) Apple blossom color. Tall fine plant and spike. Refined and beautiful. Well ruffled.15
Lacinatus (K) The new lacinated type with lacinated petals. Color a beautiful shade of old rose. Small flowers. Valuable for hy- bridizing.30
La Couronne (Lemoine) Creamy yellow. Blotched and stippled bril- liant scarlet. Very early.15
Lilac Glory (K) Many large ruffled flowers of a soft lilac rose pink. Beautiful deeper lilac rose throat.20
Lilac Old Rose (K) Strong plant of lilac old rose color. Four to five flowers open. A beautiful primulinus.08
Lilac Unique (K) Deep lilac; deeper throat: Large flowers.15
Los Angeles (Houdyshell) Delicate pink with cerise feather in throat....	.20
Madison Cooper (K) Beautiful flowers of a fine violet maroon or dark garnet red. A distinct shade of dark red.15
Margaret Lewtas (S) American Beauty rose pink. Canadian prize win- ner.40
Marie Kunderd (K) A beautiful ruffled early white, with faint pink lines in center of lower petals. One of the best early whites.10
Marietta (Metzner) Fine tall spikes. Large blooms of a distinct sal- mon shade, tinted orange. Large harmonious burnt orange blotch. Very beautiful.15
Mary Pickford (K) Cream white, throat of finest sulphur yellow.08
Mimi Stahlbaum (D) Creamy white, tinged with pale orchid. Lip yel- low with small ruby spots.20
Ming Toy (K) Showy deep buff; yellow throat. Distinct and a very fine primulinus.08

Miss Madison (Boynton) Clear bright pink overlaid on white. Rather short spike, but when well grown is very beautiful.25
Miss Maud Fay (D) Pale amaranth with a light stripe through the center of each petal, edges shading into tyrian pink. Flowers are very open and large.15
Miss Spokane (K) Giant plant and strong power. Large flowers of orange salmon. Six to seven open at a time. A good commercial variety.10
Mona Lisa (K) Strong plant of palest soft rose pink or blushed white. Almost a pure self color. Well ruffled.10
Mme. Mounet Sully (Lemoine) A beautiful French variety. Milk white with a brilliant blotch of carmine in the throat. Large flowers, well placed.25
Mr. H. A. Hyde (D) Snow white with trace of blush pink. Well built spikes. One of the best.25
Mr. W. H. Phipps (D) LaFrance pink overlaid with light rose salmon. Lower petals faintly speckled with ruby. Many blooms open at a time. A masterpiece.50
Mrs. F. C. Hornberger (Hornberger) A very beautiful pure white without markings. Tall grower with several large blossoms open. Winner of several prizes.	2.00
Mrs. F. C. Peters (F) Wonderful lavender pink with darker blotch. Many open. Late.15
Mrs. H. E. Bothin (D) Light geranium pink; heavily ruffled. Flame scarlet center. Strong well built spike. One of the loveliest combinations of colors.10
Mrs. H. W. Whitcomb (F) Very large deep salmon rose. Several open at a time.25
Mrs. J. K. Armsby (D) Coral pink penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers large with many open.20
Mrs. John R. Walsh (D) Heavily ruffled flesh pink The three lower petals flame color. shading into dark ruby. A magnificent variety that should be in every collection.10
Mrs. Kr. Prestgard (Decorah) Pure white with faint flesh markings, deep in throat. Blooms of good substance, many open.50

Mrs. Leon Douglas (D) An immense salmon rose pink, striped with scarlet. The tallest gladiolus and largest flower.20
Mrs. L. S. Schweppe (K) Beautiful deep peach blossom pink with rose red blotches. Several medium sized flowers open at a time.30
Mrs. Richard Lohrman (D) Creamy shell pink with pale yellow lip. Flowers are large and edges heavily ruffled. A beautiful variety.10
Mrs. Rudolph Spreckels (D) Light shrimp pink with bright rose stripes. Lip has apricot shadings with ruby spot. Long full spikes.10
Mrs. Willard Richardson (D) Deep crimson; maroon center. Large flaring blossoms. A very beautiful red that does not fade.10
Muriel (Pfitzer) Large pale violet blue with darker blotch in the throat. A very beautiful variety.20
Nautilus (Coleman) Charming shell pink. Very beautiful.25
Opalescent (Bill) Large pale lavender with darker lines in the throat. Very strong grower.20
Orange Flame (K) Glowing vermilion orange red. Large blooms, magnificently ruffled. Beautiful variety.30
Orange Queen (H) A very good orange yellow primulinus with orange red lines in the throat. Five to six open at a time.25
Papilio (D) Shrimp pink and apricot. Lip lemon yellow, speckled with ruby. Large flowers on a long straight spike.50
Paramount (K) A wonderful blending of pink and cream. Long straight spike with many well placed flowers open at a time. One of the most beautiful varieties.20
Peach Rose (K) Distinct deep rose pink of remarkable color and appearance. Winner of many awards.08
Peep O' Day (K) Tall beautiful blushed pink on white ground. Long feather barred throat.20
Pink Cloud (K) A large showy ruffled variety. Six to eight soft rose pink blossoms open at a time. A very beautiful deeper rose pink throat. One of the best pinks.50
Pink Wonder (Kemp) Very large light pink, slight rose feathering in the throat.08
Pola Negri (D) Apricot with yellow lip, shading into old rose and salmon on outer edges. Lovely color combination.08

Pride of Wanakah (Chriswell) Rich lavender-rose, shading much deeper in the throat. A good strong grower. One of the most beautiful varieties in this color. You will like it.50
Primunella (K) A beautiful ruffled primulinus. Buff, suffused peach red, lower petals pinard yellow.10
Purple Glory (K) Deepest maroon red with dark blotch. Beautifully ruffled. One of the very best.10
Queen of the Night (D) Deep maroon, almost black. Flowers very large and open. Well placed on the spike. The best of the very dark ones.75
Red Emperor (Groff) A pure deep scarlet. Very large flowers. Extra fine.10
Red Fire (K) Entire flower of richest pure self colored bright red. Very striking and showy.20
Richard Diener (D) Pure geranium pink with a slight sprinkling of ruby on a creamy yellow center. Large flaring blossoms. The acme of perfection in coloring.10
Rose (K) Large showy flowers of a pure deep rose pink with large beautiful deep red throat blotches.25
Rose Ashe (D) Corinthian red shading into ashes of roses. Lower petals light yellow sprinkled with ruby. Flowers large and well placed.08
Rose Mist (Fisher) Old rose with faint buff suffusion. Five or six well placed blooms open. Straight slender stems. A very beautiful primulinus.60
Ruffled Beauty (K) Deep American Beauty violet. Very large strongly ruffled flowers. A very showy variety.15
Ruth Huntington (K) Beautiful violet lilac with deeper violet markings on lower petals. Strong grower, ruffled and very beautiful.20
Salome Jane (D) Geranium pink. Lower petals scarlet, spotted with deep ruby. Flowers very large and beautiful.20
Sausalito (D) Rose pink overlaid with bright geranium pink. Magenta throat, speckled with white. Ruffled.20
Scarlano (K) Bright orange red. Fine spike and flower. Finely ruffled.10

Seabrook Gem (R) Large light rose lavender, wine colored feathering in the throat. Tall wiry spike and wide open flowers perfectly placed.25
Sierra (D) Cream, speckled and striped with rose lilac, yellow and ruby lip. Flowers large and well ruffled.25
Sir Roger Casement (D) Ox-blood red. Dark maroon stripe through center of lip. Tall grower and very heavily ruffled.20
Show Flower (K) All petals a fine shade of rose red, with immense white face mottled deeper in the throat. Violet and white upper throat. Odd.50
Snow Glory (K) Pure white with slight iris blue lines on lower petals. One of the best white ruffled varieties.40
St. Thomas (K) Large deep salmon rose with deep purplish blotch.20
Sulphur Frills (K) Heavily ruffled soft sulphur yellow. Tall plant with perfectly placed flowers.20
Sweet Lavender (Coleman) Very early light lavender with darker blotch.10
Sweet Rose (K) Very massive flowers on tall strong plant. Purest deep rose pink with extra large beautiful red throat.60
Taro (K) Large flowers of American Beauty rose color. This is a very beautiful variety and should be in every collection.15
Tamalpais (D) Salmon orange with flame orange stripes. Flowers large and beautiful. Long slender spike.30
Thomas A. Edison (D) Clear begonia rose. Large deep blood red spots on lower petals. Flowers very large and fine.40
Treasure (K) Tall plant, round, wide open flowers of soft salmon rose pink, flaked deeper, blended lighter in the throat. Distinct and beautiful.20
Twilight (K) Beautiful blushed creamy buff with throat of grandest yellow and pink. Well ruffled and very fine.10
Tycko Zang (Austin) Large salmon pink. White throat faintly dotted cerise. Large spike and foliage. Strong grower.50
Uhlan Chief (K) Flowers of most intense brilliant vermilion scarlet. Lower petals deeper color with beautiful dark feather. A magnificent red.10

Victoria Fredericks (D) Eosine pink, overlaid with flame orange. Yellow lip with ruby spots. Very early and many open. A beautiful pink.20
Virginia M. Fisher (D) Deep rose pink with deep orange spots on outer petals. Blood red spot on lower petal. A beauty.20
Virginia Hale (K) Beautiful soft creamy rose, deeper toward border of all petals. Very beautiful.10
Watermelon (K) Watermelon color. Tall fine plant, large flowers, perfect form.35
William Kent (D) Creamy shell pink with golden ochre center. Flowers large. Considered by many the best ruffled gladiolus yet produced.60
Yellow Favorite (K) Fine yellow primulinus with pink lines in the throat.15
Yosemite (D) Geranium red, shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers large and open.40
Letter in () after name of gladiolus indicates originator. (K) Kunderd (D) Diener, (A) Austin, (C) Coleman, (L) Lemoine.	



Gladiolus Mixtures

Collection A

30 bulbs, all different varieties, but not separately labeled. Not the
largest bulbs, but good blooming size. \$1.00

Collection B

40 bulbs, all different varieties, not separately labeled. \$2.00

DeLuxe Mixture

50c per dozen

\$3.00 per 100

This mixture contains many of the best varieties and is made up largely of the varieties listed in this catalog. Many new and high priced varieties, which we are testing and do not care to grow another year are added to this mixture. If you do not have a large number of the new varieties, we know the above collections and mixture will please you. One of our customers, who purchased one of the above collections, wrote us after they came in bloom: "I have spent hundreds of dollars for gladiolus bulbs, but never before received as much for my money."

Tall Bearded Irises

Amas. Standards of iridescent blue; falls violet. Large flowers.20
Aurea. Clear crome yellow both standards and falls.20
Archeveque. Standards violet; falls deep violet purple. Fine color.20
Caprice. Rosy red purple. A good grower.20
Firmament. Large blooms of two shades of lavender blue. Very early and fine.40
Geo. W. Peake. Standards yellow, shaded crimson bronze; falls maroon red.20
Glory of Hillegon. Standards and falls clear light blue.20
Helge. Dull yellow, early.20
Iris King. Old rose maroon.20
Innocenza. A good white, medium size.20
Kathleen. Soft rose lilac.20
Kochii. Deep claret purple, very early.20
Lent A. Williamson. Standards lavender violet; falls violet purple. Very large flowers. One of the best.40
Lewis Trowbridge. Violet and rose.20
Lohengrin. Silvery pink-mauve.20
Mauvine. Mauve, falls darker.20
Madam Chereau. White, frilled and edged with lavender. Very fine.20
Monsignor. Rich satiny violet; falls purple crimson.20
Oriflame. Light blue; falls rich violet blue.20
Prosper Laugier. Bronze red; falls ruby purple.20
Quaker Lady. Smoky lavender; falls blue and old gold. Very fine.20
Tamerlan. Lavender; falls violet purple.20
Violacea. Deep lavender. Late.20
Windham. Lavender pink.20
White Knight. Pure white.20
Fairy. White; delicately suffused soft blue.20
Mother of Pearl. Pale bluish lavender of exceptional substance and texture.50



\$500 Trial Ground Challenge Trophy of the American Gladiolus Society.

The most valuable trophy ever offered for competition by the American Gladiolus Society.

Awarded to Mary Frey gladiolus 1926

